

HEADQUARTERS
UNITED STATES EUROPEAN COMMAND
APO AE 09128

DIRECTIVE
NUMBER 15-4

8 Apr 1996

PUBLIC AFFAIRS

Community Relations

1. Summary. Provide Community Relations Policy for the United States European Command.
2. Applicability.
 - a. This Directive applies to Headquarters, U.S. European Command, U.S. Defense Department Agencies, USEUCOM components, and DOD activities operating in the USEUCOM AOR.
 - b. Encompasses all community Relations programs in the AOR regardless of name, program, or sponsorship including those activities in support of the U.S. State Department, the United States Information Agency and U.S. Information Service.
3. Internal Control Systems. This Directive contains internal control provisions and is subject to the requirements of the internal management control program. For HQ USEUCOM and subordinate joint activities, the applicable internal control directive is ED 50-8, Internal Management Control Program.
4. Suggested Improvements. Send suggestions to: HQ USEUCOM/ECPA, Unit 30400, Box 1000, APO AE 09128 or Public Affairs Directorate, HQ USEUCOM, New York Strasse, Bldg 2301, Rm 105A, Patch Barracks, 70569 Stuttgart.
5. References.
 - a. DoD Directive 5000.7,
 - b. DoD Directive 5410.18, Community Relations.
 - c. DoD Instruction 5410.19, Armed Forces Community Relations.
 - d. USEUCOM Directive 15-1, Public Affairs Organizations and Policies.
6. Responsibilities.
 - a. USCINCEUR ECPA is responsible for:
 - (1) Implementing Department of Defense Public Affairs policy for Community Relations in the USEUCOM AOR.
 - (2) Coordinating and approving policy issues regarding Community Relations programs to include monitoring:

(a) U.S. military participation in air shows, aerial demonstrations, public exhibitions, open houses, and U.S./host country official ceremonies, observances, and other public events.

(b) Component Command participation in and/or support of military band tours; open house program activities; orientation flights; ship embarkation, and tours.

(c) Programs involving more than one USEUCOM component, other DoD agency, or host country.

b. Component Commanders can approve DoD participation in the events not specifically reserved under directives to higher authority.

(1) Conduct Community Relations programs in accordance with the provisions of DoD, Service and USEUCOM Directives.

(2) Include USEUCOM ECPA as information addressee on all community relations programs involving U.S. Embassies, USEUCOM SAO locations and non-U.S. military related programs.

(3) Provide policy direction and guidance for community Relations programs conducted by subordinate commands, consistent with the overall policy guidance and procedures in DoD, Service and USEUCOM Directive.

7. Policies and Procedures.

a. General Policy. The U.S. European Command and component commands are representatives of the U.S. Armed Forces and the United States of America in the more than 80 countries. It is in the best interest of the United States, DoD and USEUCOM for all elements of the command to undertake Community Relations programs that support these objectives:

(1) Promote U.S. and host country public awareness and understanding of USEUCOM's mission.

(2) Demonstrate USEUCOM's presence and cooperation with host country governments and publics through participation in official ceremonies and public events.

b. Guidelines.

(1) Programs must be properly funded on the basis of need as part of funds appropriated by Congress.

(2) All public affairs expenditures, including those for Community Relations, must fall within Congressionally mandated limits.

(3) Primary Support to public events should be those events of common public interest and benefit. U.S. military participation in a public event where an admission fee is charged, is not appropriate, without formal DoD/USEUCOM exception to policy.

(4) Support to fund-raising events and programs is confined to:

(a) Campaigns authorized by DoD.

(b) Programs the U.S. President or the Chairman of the Civil Service commission authorize.

(c) Fund-raising activities supporting U.S. or host country military service aid societies.

(d) Community-wide interest and benefit host country community fund-raising activities; endorsed by the appropriate U.S. Embassy as being in the benefit interest of U.S. host country relations; and approved by USCINCEUR.

(5) Participation by U.S. government, DoD or USEUCOM representatives at an event must not directly or indirectly endorse, favor, or selectively benefit any private or public individual, group, or venture or give the appearance of doing so. Support may not be approved for businesses (whether profit or non-profit religious or sectarian movements and organizations, ideological movements, fraternal organizations, political organizations, campaigns, or testimonial events.

(6) Community Relations activities must not support events sponsored by organizations whose constitution, by-laws, membership qualification, or ritual are privately held and not available to the general public. All events must take into consideration host nation sensitivities.

(7) USEUCOM/other DoD resources or personnel supporting civilian sponsored activities may not be used when support competes with resources and services readily available in the public domain.

(a) U.S. military music supporting civilian sponsored events is limited to patriotic or military music. Exceptions, specifically authorized by U.S. Embassy or Component Commander, include band concerts, tours, or official U.S. and/or host country government or civic events.

(b) USEUCOM military bands will not provide background, dinner, dance, or other social music for public programs held away from a military installation unless authorized by Component Commander.

(8) Community Relations activities must not result in monetary profit or gratuities to USEUCOM and/or other DoD personnel or organizations.

(9) Aerial Demonstrations.
(See Appendix A)

(10) Band Requests.

(a) Address requests for Official military band support directly to Component Commands.

(b) Community Relations activities must meet DoD, Service and this directive's requirements to qualify for band support.

(c) In most cases, sponsors are expected to bear the expense of travel, lodging and food.

(d) Band addresses:

(1) Army Bands:

CINCUSAREUR DCSOPS HEIDELBERG
GE//AEAGC-O//

8Q USAREUR & 7TH ARMY
ATTN: AEAGC-O
UNIT 29351

APO AS 09014

ROMERSTRASSE 168
69126 HEIDELBERG, GERMANY

DSN: 370-8665
X: 49-6221-57-8665
FAX: 49-6221-57-7355

(2) Navy Band:

SIXTHFLT BAND NAPLES IT//0912//
INFO: CINCUSNAVEUR LONDON
UR//PA//

SIX FLT BAND SIXTH FLEET BAND
PSC 817, BOX 47, AEROPORTO
CAPODICHINO, FPO AE 09622-0400
80147 NAPOLI ITALIA

DSN: 625-5335
COMM: 39-81-568-5335
FAX: 39-81-568-5486

(3) Air Force Band:

HQ USAFE RAMSTEIN AB
GE//PAC//PACB//

USAFE BAND
UNIT 3315
APO AE 09094

DSN: 489-7419/7819
FAX: 49-631-52491

U.S. AIR FORCE BAND
UNIT 3315, GEB 70, 6 APO AE 09094
EINSIEDLERHOF AS
D-67661 KAISERSLAUTERN GE
COMM: 49-631-536-7419/7819

(11) Send requests for exceptions through command channels, to the Director of Public Affairs, Headquarters, U.S. European Command/ECPA, Unit 30400, Box 1000, APO AE 09128. They shall contain as a minimum:

- (a) Description of the program.
- (b) Identification of the policy in question.
- (c) Brief narrative, cost/benefit analysis of providing the desired support.
- (d) Recommendations.

FOR THE COMMANDER IN CHIEF

OFFICIAL:

RICHARD F. KELLER
Lieutenant General, USA
Chief of Staff

SUSAN M. MYER
LTC, USA
Adjutant General

Appendixes
A - Aerial Demonstrations

DISTRIBUTION:
P+
Embassies

Appendix A

Aerial Demonstrations

1. Purpose. Provide policy and procedures for aerial demonstrations in support of Community Relations programs.

a. General.

(1) All aerial events involving USEUCOM or other DoD component and Foreign Armed Forces will be coordinated with host nations and by USCINCEUR (ECPA) through appropriate U.S. Embassy channels.

(2) All pertinent safety regulations of the Department of Defense, USEUCOM components, Military Departments, and host country governments will be observed and take precedence over all other considerations.

(3) Aerial demonstrations and activities by aircraft assigned to operational units will only be approved for the following occasions:

(a) Civic-sponsored public observances on such occasions as Armed Forces Day, Memorial Day, Independence Day, Veterans Day, and POW/MIA Observance Day, or corresponding host country observances.

(b) Events which, by themselves, serve to demonstrate the advancement of aviation or promote public understanding of the USEUCOM mission.

(c) Memorial or funeral services for dignitaries of U.S. or host country Armed Forces and federal/national government and for rated/designated aviation personnel of the U.S. or host country Armed Forces.

(d) Other official or public ceremonies when approved by Component Commander.

(4) During hours U.S. aircraft are on display or providing demonstrations, qualified USEUCOM/other DoD component personnel will be available to explain missions and answer questions.

b. Requests. Forward to Component Command with copy to USCINCEUR not later than 120 days, prior to month in which the event takes place. Requests received inside 120 days may not be processed in time to provide support requested. Forward requests by message or mail.

(1) Message Requests:

Appendix A (Cont)

Aerial Demonstrations

- (a) Component Command message addresses:

CINCUSAREUR HEIDELBERG GE//AEAGC-O/AEAPA//

CINCUSNAVEUR LONDON UK

HQ USAFE RAMSTEIN AB GE//PAC/DOOS//

- (b) Include USCINCEUR as information addressee:

USCINCEUR VAIHINGEN GE//ECPA/ECPLAD/ECJ3/ECJS//

- (2) Mail address:

- (a) Military

Director of Public Affairs, Headquarters, U.S. European Command
Unit 30400 - Box 1000
APO AE 09128-5000

Commander in Chief
U. S. Army, Europe
ATTN: Chief of Public Affairs
Unit 29351 APO AE 09014

Public Affairs Office
CINCUSNAVEUR (Code 019)
PSC 802, Box 13
FPO AE 09499-0151

HQ USAFE/PA
Unit 3050, Box 120
APO AE 09094-5001

- (b) Civilian:

Director of Public Affairs, Headquarters, U. S. European Command
Patch Barracks,
Bldg. 2301, 70569 Stuttgart Germany

Commander-in-Chief, U. S. Naval Forces, Europe
Public Affairs Office, Box 13
7 North Audley Street
London UK W1Y 2AL

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Appendix A (Cont)

Aerial Demonstrations

HQ United States Air Force in Europe, Public Affairs Office
Flugplatz Ramstein
66877 Ramstein-Miesenbach 3
Germany

c. Final Endorsement. After host government coordination, the Embassy must endorse the request back to Component for final approval. The endorsement must confirm the proposed U.S. and/or Foreign Armed Forces aerial demonstration was coordinated with and approved by host country's government.